

EC'd Yes Last Received: 09/04/2012 2:10 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 943 Agency C/P1/P2/E 11/27/943  
Buyer Stephanie Maroney Flight Dates 09/05/2012 - 09/14/2012 Salesperson Phone# 215-567-6005  
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938  
Fax#

--- CONTRACT COMMENT ---  
SC=\*

--- REMARKS ---  
THIS IS A NEW CONTRACT  
TOTAL 3,100  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/07-09/07	1	1	1	\$300.00	
	2	TU	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/11-09/11	1	1	1	\$300.00	
	3	F	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/14-09/14	1	1	1	\$300.00	
	4	F	10P-11P	DATELINE	:30	\$1,600.00	09/14-09/14	1	1	1	\$1,600.00	
	5	SA	330P-7P	NOTRE DAME FOOTBALL 90TO 9/8/12}	:30	\$600.00	09/08-09/08	1	1	1	\$600.00	

---REPORT TOTALS---  
Report Totals: 5 / \$3,100.00

---SALES MONTHLY TOTALS---  
Sep 12: 5 / \$3,100.00  
Sales Totals: 5 / \$3,100.00  
Station Totals: 5 / \$3,100.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals	\$17,222	CATV 0%	WAVY 18%	WGNT 0%	WPXV 0%	WTKR 47%
		WTVZ 0%	WVBT 35%	WVEC 0%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE